

"E.T."

PICK-UP LINES

DON MARTIN

...AND THE USUAL GANG OF IDIOTS ARE ALL IN THIS ISSUE OF...

No.
251
Mar.
'83

MAD

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50 p

CHEAP

I.R. 70 p



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MAD

NUMBER ONE IN A FIELD OF ONE

"A born executive is a guy whose father owns the business!"
—Alfred E. Neuman

William M. Gaines *publisher* Albert B. Feldstein *editor*
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Nick Meglin *senior editor* John Ficarra *associate editor*
Contributing Artists and Writers
the usual gang of idiots

BRITISH EDITION

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CLIVE CHARLES *subscriptions*

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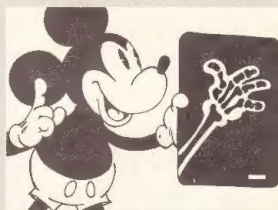
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WHEN NOT
TO USE
FAMOUS
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WHY KILL YOURSELF?



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AT THE NEWSSTAND?

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Name

Address.....

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in obtaining supplies of MAD please
contact the Distributors: Moore
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LETTERS DEPT.



MAD MAIL

Hi there, MAD fans! This month's
issue brings you Jack Davis and Stan
Hart's version of E.T. and of course other
items of garbage from the MAD BAG.

This month also sees the launch of our
MAD Artists Specials. These will feature
a choice selection of some of their better
efforts in MAD, each one will be confined
to one artist, and what better way to start
than with MAD's number one artist, Don
Martin. Looks like these will be a col-
lectors item so make sure you're in at the
start.

Yours MADly
Don Martin

MAD ON VACATION

Dear Mad,

No vacation is complete without
MAD. Everywhere! At any time! And I
really mean it (at 30 miles per hour)!
John M. Kellen
Toronto



PUNK ROCK

Dear Mad,

Look, punk rockers have a pretty bad
reputation as it is, so please don't make
things worse by crediting them with per-
verse acts such as biting off the head of a
live chicken. Such actions are reserved
for heavy metal/acid rock morons like
Ozzy Osborne. A better pick-up line
would have been: "Haven't we slammed
somewhere before? I never forget a
spiked collar."

R. A. Hill
Somewhere

"M*U*S*H

Dear Mad,

Re: your take-off on M*A*S*H—you
were too kind. Since the show when
Radar was sent home, the writing has
gone from good to garbage. The char-
acters have all been butchered and
censored into what resembles "Est"
graduates. Loretta Swit looks like she
just shot a "What Makeup Can Do"
commercial, and the show's become so
sloppily maudlin that they should change
the title to "As The War Turns".

Vicky Smith
Arvada

Dear Mad,

I want to call you every four-letter
word in the book for insulting
M*A*S*H, my favourite TV show! (But
to tell you the truth, I agree with almost
every word you said.) The reruns are
better than the current show and
Hawkeye certainly isn't the big stud he
used to be.

Jack Gordon
Watertown

Dear Mad,

As MAD has stated many times, any-
thing that MacLean Stevenson is associ-
ated with is always a complete bomb.
Isn't putting him on your cover a bit
suicidal?

Jonathan Weinstein
Merrick

MISSING IN ACTION

Dear Mad,

I don't believe it! Mort Drucker was so
busy making Radar look like Alfred E.
Neuman, he forgot to put Frank Buns on
the cover of MAD 248! What's
M*A*S*H without "old Ferret-Face"?!!
Mark Scerpella
Oak Creek

Dear Mad,

After examining the cover of your
latest issue, I can only conclude that
Frank Buns was "Honourably dis-
charged!"

Ted Gregg
Allentown

Dear Mad,

I give my compliments to Mort
Drucker for the M*A*S*H cover on
MAD 248. One question, though: you
show everyone who has ever been in the
main cast of M*A*S*H. Why did you
leave off the original budinski of the
show, Frank Buns?

Chris Nelson
Bel Air

PLUGGING AWAY

Dear Mad,

I try to get away from the business of reading MAD by listening to some good radio like the A.M. show on L.B.C. and what do I hear? Al Feldstein being interviewed!

Terry Smith
Chelsea

"PASTIMES"

Dear Mad,

Your "MAD Pastimes for the Bed-ridden" was really sick!

Tatia Johnson
Germantown

Dear Mad,

In "MAD Pastimes For The Bed-ridden" you forgot "Bellybutton Lint Knitting."

David PierPont
Boulder

A LICENCE TO LAUGH

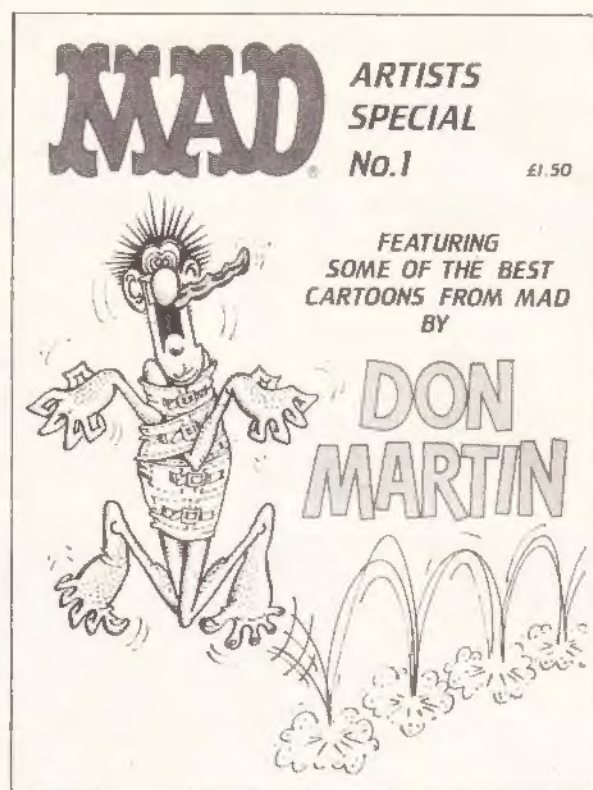
Dear Mad,

Thought you might enjoy seeing a photograph of the licence plate my children ordered for me.

Barbara Marks
Hillsborough, California



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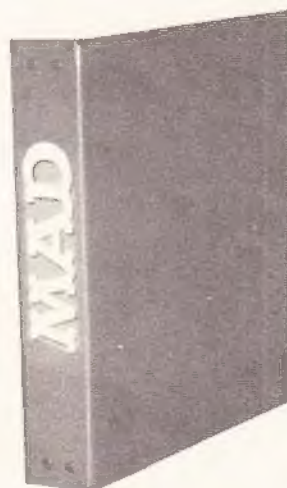
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| 211 Body Snatchers & Lord Of The Rings | 230 More Efficient Government |
| 213 Vague-\$ | 231 Dallas & Ordinary People |
| 215 The Alien | 232 The Professionals |
| 216 Moonraker | 233 Hart To Hart |
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Zin blump gabarble?

TRANSLATION
Do you know what this area of Earth is called?

Gagoonimishik "muggle forn"!

TRANSLATION
I think this is Southern California! A raccoon with sunglasses just told me to "have a nice day!"

Balapida dzugi! tig-fi mo-tsi!

TRANSLATION
I just saw a very strange EARTH CREATURE back there in the clearing! It was half-man... and half-woman!!

Gluz! Dza gizzgizz!

TRANSLATION
Silly! That was two humans making love in the grass!

Laplula fnik Spa Fon Plip!

TRANSLATION
This is the last time I take one of these Inter-Planetary Economy Charter Flights!!

Og pu! Gli Parv zipp!

TRANSLATION
Me, too! I specifically ordered a Kosher dinner... and didn't get it!!

Groo blin zeegrhli?

TRANSLATION
What interesting things have you discovered?

Blasha glik...! Zutz dino biddle smahr? Ez!

TRANSLATION
Two things...! One answers the question, "What kind of plant life grows here?"... and the other answers the question, "What does a bear do in the woods?" Yeccccchhh!!



Q.T.

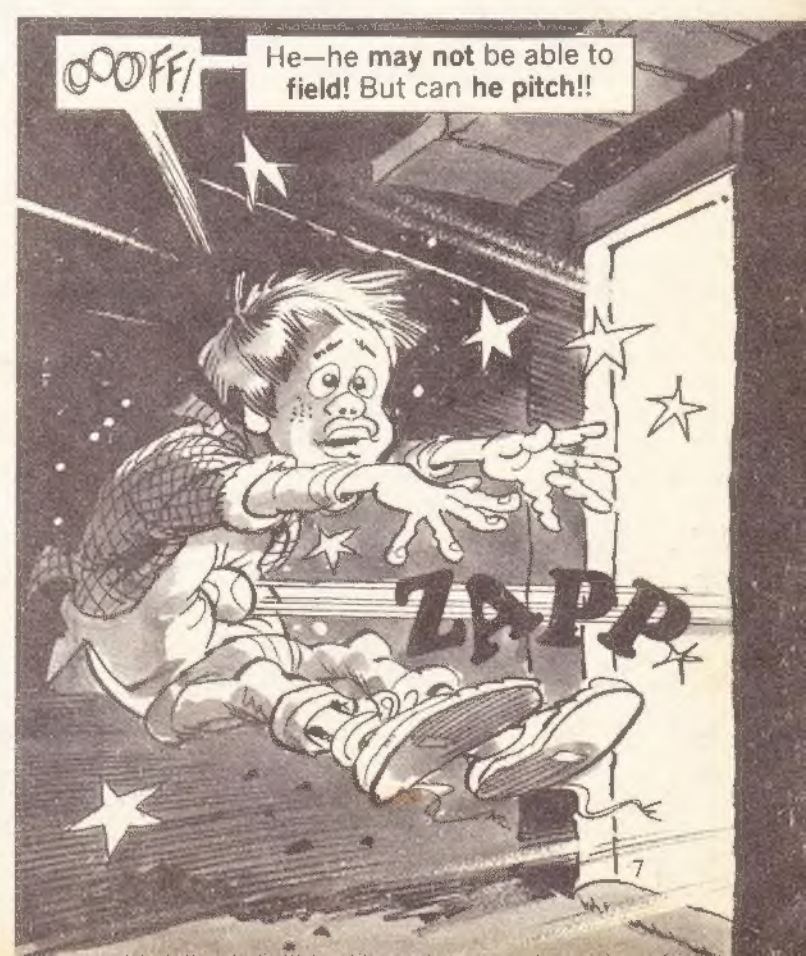
THE QUASI-TERRESTRIAL



ARTIST: JACK DAVIS



WRITER: STAN HART





I tell you... there's something strange out here!!

Why don't you sleep out here tonight and keep watch! Then we'll know for sure in the morning!

But what if it's dangerous... and KILLS me?!!

We'll know THAT in the morning, TOO!!



Bezzle shnork gayinzee avec!

Get this mutt away from me!!

Don't be frightened! My dog just wants to be your friend!



Piddle op! He has a funny way of SHOWING it!!

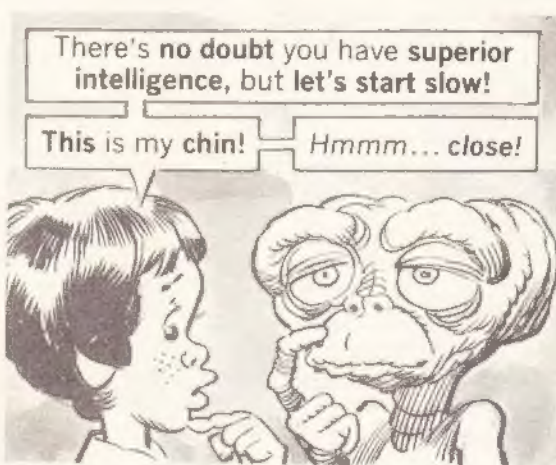
I'm gonna drop these candies! If you follow them, they'll lead you right to my bedroom!

It should only work that way with GIRLS when I grow up!!



I used Reese's Pieces because they don't melt in your hand!

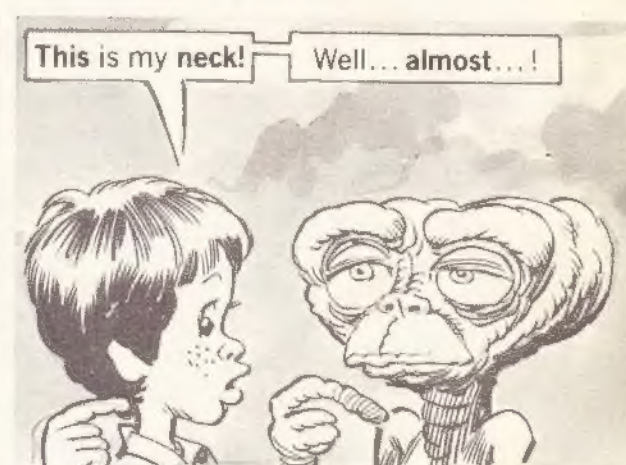
They ALSO don't melt in your stomach! This dopey kid is trying to poison me!!



There's no doubt you have superior intelligence, but let's start slow!

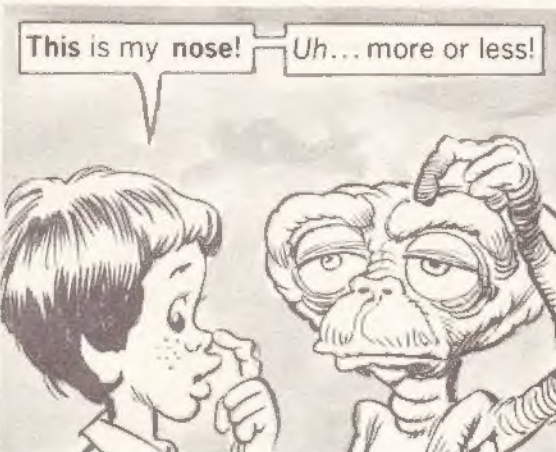
This is my chin!

Hmmm... close!



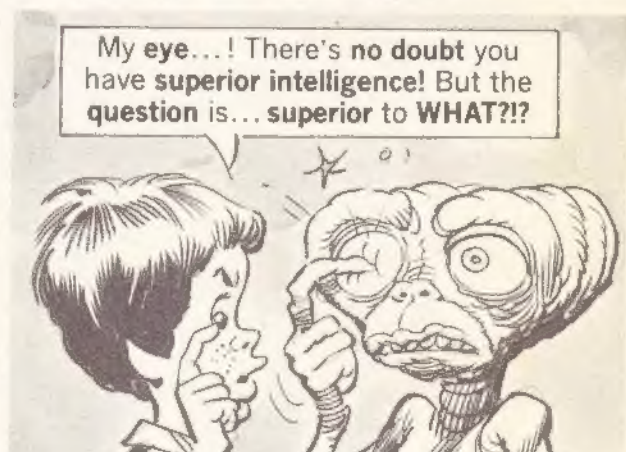
This is my neck!

Well... almost...!



This is my nose!

Uh... more or less!



My eye...! There's no doubt you have superior intelligence! But the question is... superior to WHAT?!!



By the way, you don't have to do everything I do! In fact, it might be a whole lot better if you didn't!

Oh...? Why not...?

Cause I wet my bed! Pleasant dreams...!

Fat Chance of that NOW!!



What's your temperature now...?

127 degrees!

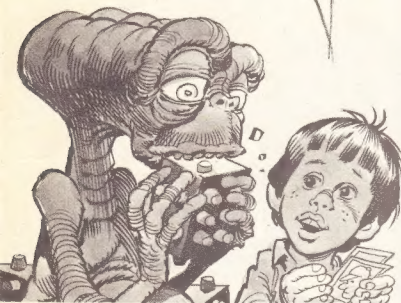
Oh, good! I'm glad it's coming down! If it goes back up again, I guess I'll have to call the Doctor! Meanwhile, I've got to go to work! Promise me you'll stay in bed and drink plenty of liquids and try not to die!



Hey!! What are you **DOING...**? Eating a piece of plastic???

You really like it???

In that case, you're gonna **LOVE** the bubble gum that comes in my baseball card packs!!



I want both of you to solemnly swear to keep a secret....!!

No... I mean **SWEAR!!** Make a **vow** about something really important!

...and may bugs eat out your eyes!

Now. That's better! THAT's what I call a **VOW!**

Okay! We swear! Big deal!!

Okay! I swear that if I don't keep the secret, may your skin peel off!

...and may God strike you dead!!



This is Q.T....



It's Mom! She's home early!

Quick, Q.T.! Hide in the closet with Mite and Girth!!

Okay, what's going ON up there?! If you boys are conducting experiments on your Sister again, you'll have to answer to **ME!!**



Mite!! You come out of that closet NOW!!

Okay! By the by, isn't this darling hat just to **DIE!!**

My God!! What are you doing?!

Don't get P.O.'d at **ME, Mom!** My coming out of the closet was **YOUR** idea!



Shouldn't we tell someone in the **GOVERNMENT** about him...?

No! They'd only take him to a **Lab** and do all kinds of **WEIRD TESTS** on him!!

That's right! And then they'd **KILL** him!

We should keep him here with **US!!** We could **PLAY** with him for a while...

Yeah! Then **WE** could kill him!



You see that??? Wow!! He just made that **FLOWER** come alive!!

That's because he has **SUPERIOR POWERS!!**



Unfortunately, he doesn't have a **SUPERIOR SENSE OF HUMOR!**



Today, we are going to dissect some frogs! So—we're going to "put them to sleep" in the fastest, most humane way possible!

What way is that, Teach?

Jump up and down on them! They'll never know what hit 'em! Just one bit of advice—wear shoes!

Now I know what Earthlings use intoxicants for! To help them get through an afternoon of... burp... Daytime TV Game Shows!!

Teacher... Teacher...! Yelliot is trying to attract my attention...

So...? What's wrong with that...??

He's **DOING** it by **THROWING UP**!!

EERP

Glang... glang... glang...!!

TRANSLATION
Hubba... hubba... hubba...!!

I'm feeling what Q.T. is feeling...horny!!

And just what do you think **YOU'RE** doing?!

I think I'm having sex... but I'm too young to know for sure!!

If you don't stop...I'll scream!!

Relax, Kiddo! You're lucky Q.T. wasn't watching a porno movie on Cable TV!

Home!! Phone!!

Q.T.! You **TALKED**!! You want to **CALL HOME**?

Gee, a planet-to-planet call like **that**'d probably cost about **eight zillion dimes**!

You better wait until **after five P.M.** when it's a lot cheaper!!

HOME!! PHONE!!

Oh! You want to **MAKE** a phone!!

I don't have any **parts**... except this **game** and this **wire** and this **saw blade**!

Saw... blade??

It's for cutting!!

See how **easily** it slices through this **soft thing**—this soft thing being my **finger**!!

YEOWW!

If you think **YOUR** finger is bad, just look at the infection **HE** has! Now, **THAT's** angry looking!!

Q.T. touch yeoww!!

He healed
my finger
just like
a Doctor!

Now I'm SURE
he's from an-
other planet!

What do you mean?!

No Doctor on Earth
makes house calls!



YOU
alien!!
ME
alien!!
What
to
DO???

Do just what I did! First,
hire an agent who'll get
you a multiple movie deal!
Then, grab the merchandis-
ing rights to dolls, toys,
games, models and posters!

But I want go home!

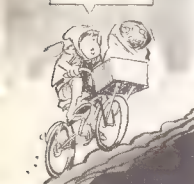
Listen, you'll make
so much bread, you
won't HAVE to go
home! You'll be able
to SEND for it!

Come on,
Q.T. We
have to
get to the
WOODS to
set up your
telephone



We'll make it!

I'll get you there!



We're almost there!

I can't make it!!



Q.T
help!
We
FLY!!

Great!! But why didn't you
do this BEFORE, like when
you were being CHASED in
the beginning of the movie?



You're fantastic,
Q.T.... making a
sophisticated
Interplanetary
Phone from old
junk! I'm really
proud of you!!

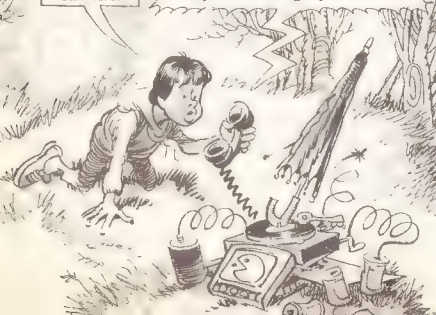
I wonder how proud
he'd be if he knew
that I forgot my
phone number! I'll
wait till he's
asleep, then I'll
call information!



Q.T.... ?
Where ARE
you? He's
gone!! But
the phone's
still here!

Gatzet harmulca litz! geedle! BEEP!

Hi! Sorry I'm not home right now! But
if you leave your name and number at
the sound of the tone, I'll get back
to you in a few light years! BEEP!



I found
him,
kids!!
But he
—he's
very
sick!!

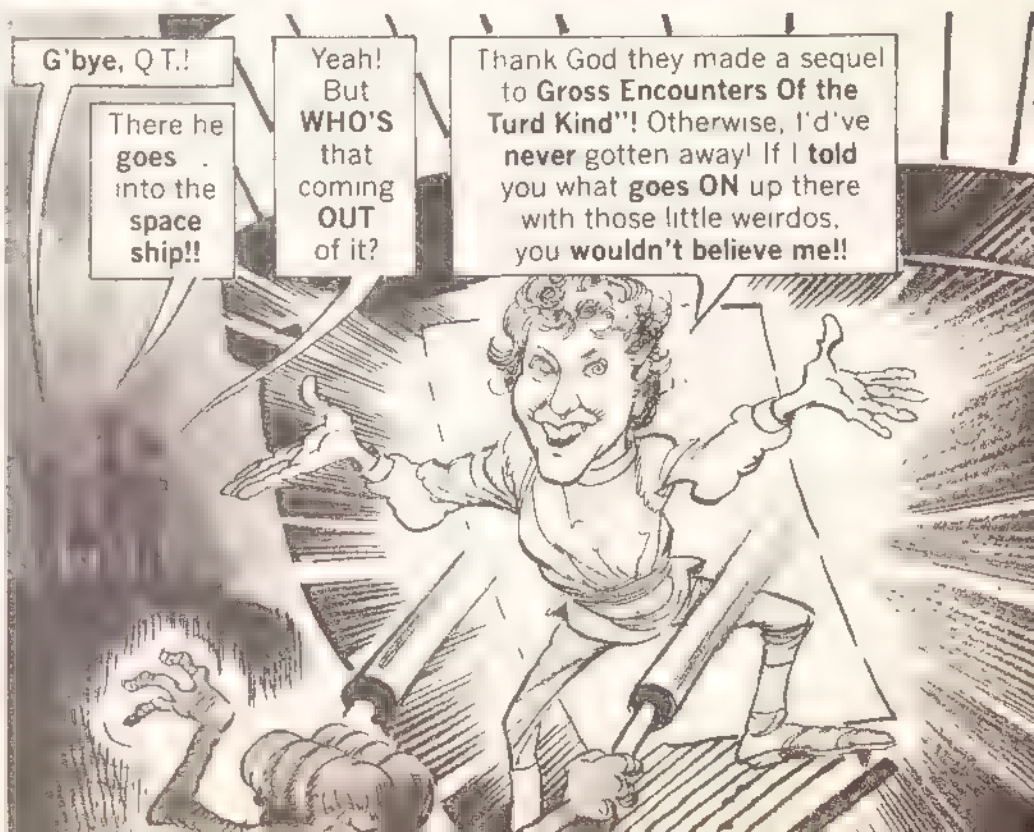
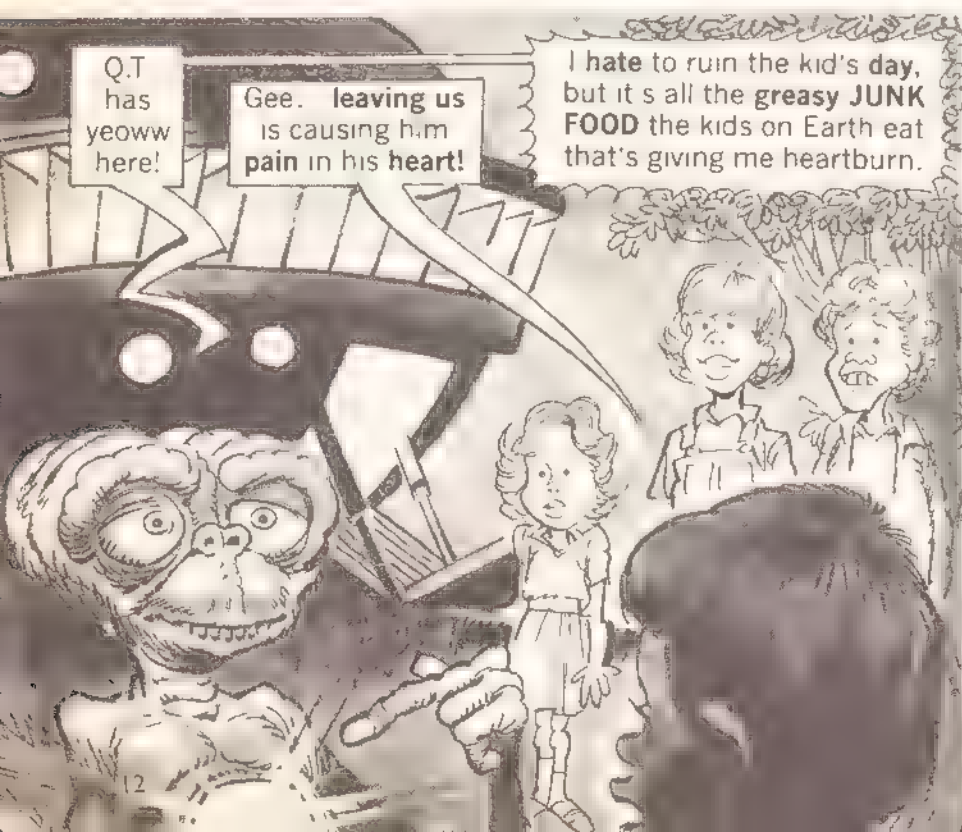
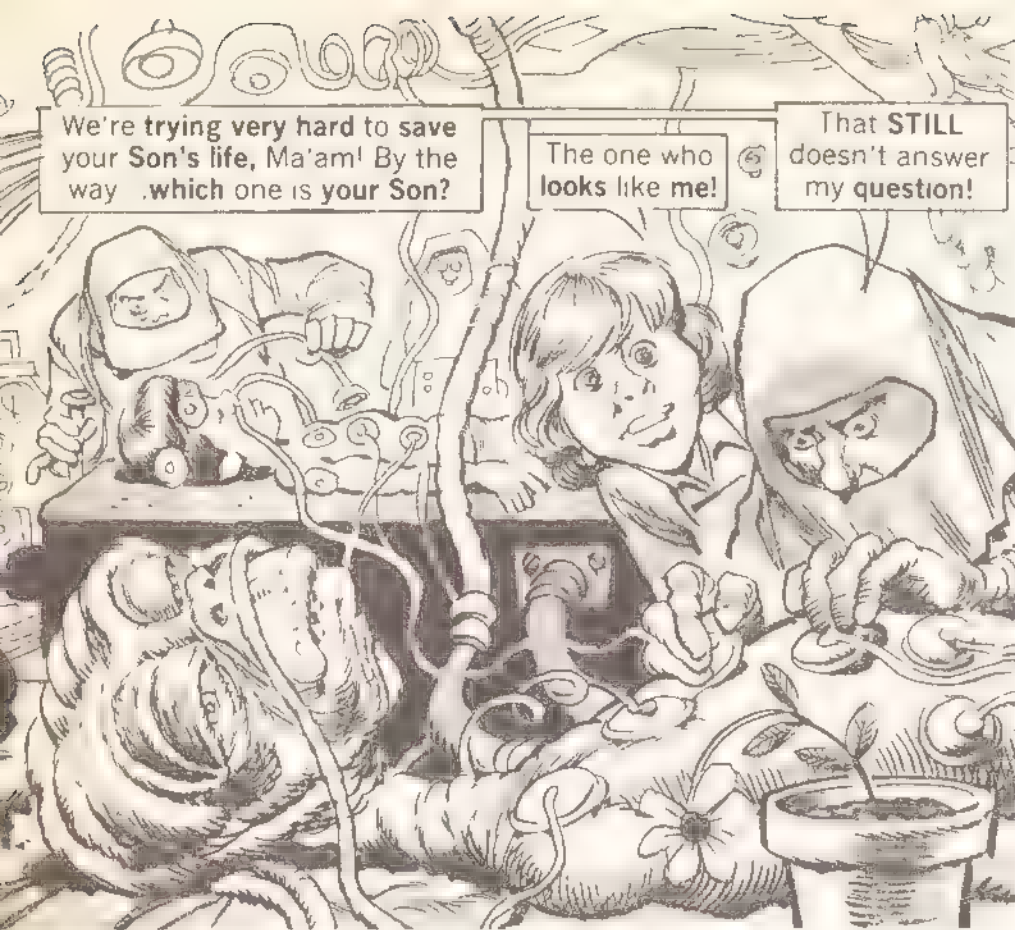
Why can't he
make himself
all better
by touching
himself with
his MAGIC
FINGER???

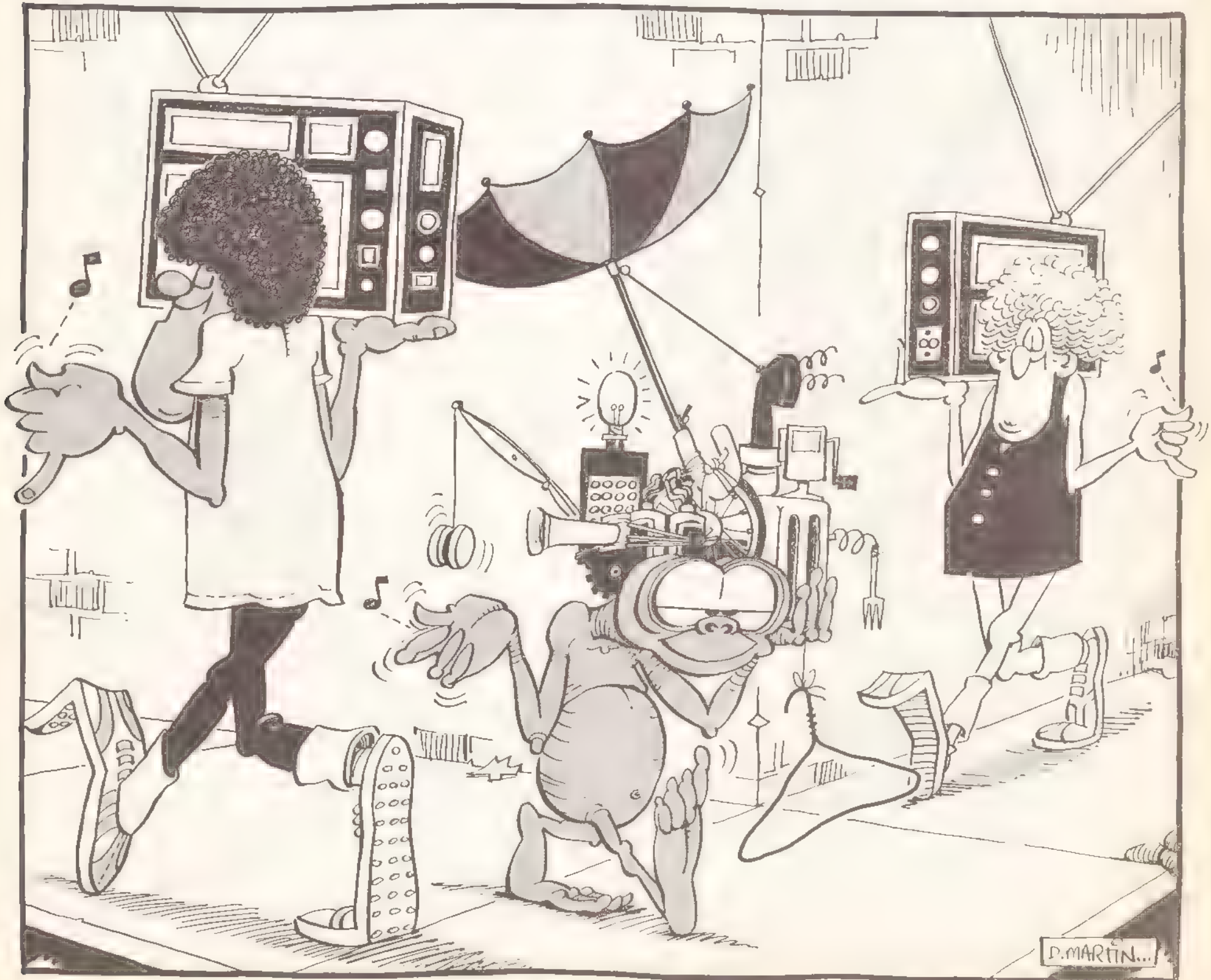
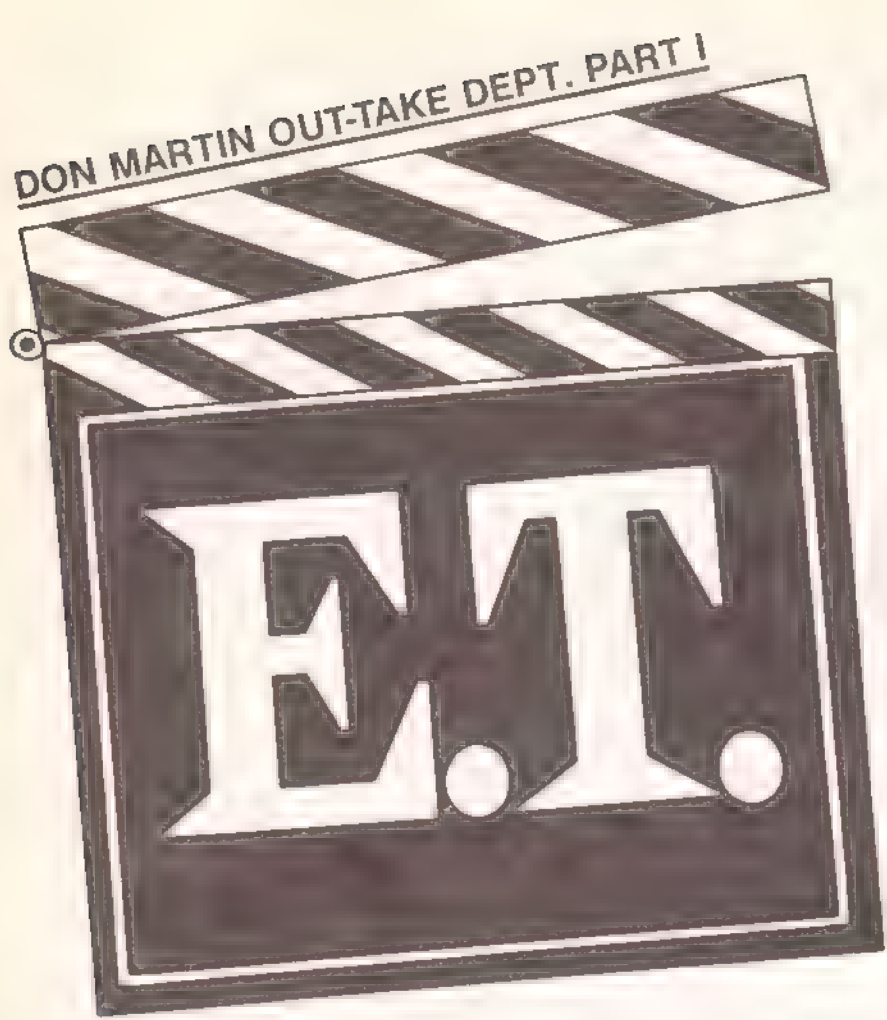
You're just a kid!
You don't understand
that it's just NOT
POLITE to ask ques-
tions about HOLES
in the SCRIPT!

Not even ones you
can drive a Mack
Truck through... ?

Not if you want to
work on a Spielberg
picture again!!







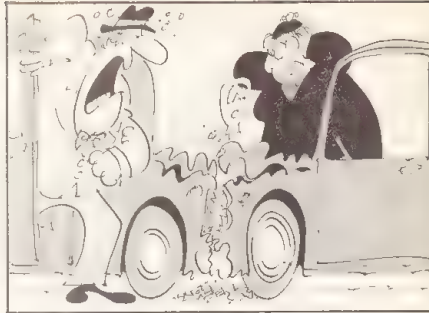
D. MARTIN...

CHUTZPAH IS...



... copying an entire final exam from the kid next to you, and then, when you get a "D," accusing him of not studying.

CHUTZPAH IS...



... backing into a parking space, smashing into a parked car, and suing the owner because you got hit in the rear.

CHUTZPAH IS...



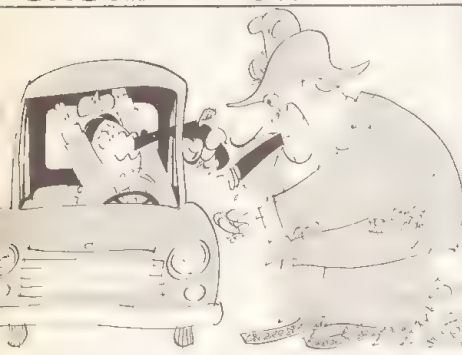
... when you meet a girl at a wedding, and you ask her for a date the following Saturday, and she's the bride.

CHUTZPAH IS...



... when a doctor tells a heart attack victim to avoid shock, stress and aggravation, and then sends him a whopping bill.

CHUTZPAH IS...



... anything you do if you're an executive of an oil company.

GAUL BUSTING DEPT.

According to Webster, the word "chutzpah" is of Yiddish origin and means "unmitigated effrontery or impudence." To give you an idea, there's the old joke about the boy

who kills his parents ... and then throws himself on the mercy of the court on the grounds that he's an orphan. Now that's chutzpah! Want more examples? Then read on.

CHUTZPAH IS...

ARTIST PAUL COKER

WRITER LARRY SIEGEL & AL JAFFEE

CHUTZPAH IS...



... when a Politician is elected on a platform to cut down on "Unemployment" ... and fulfills his campaign promise by hiring 16 out-of-work relatives to work for him at government expense.

CHUTZPAH IS...



... pushing a shopping cart up to a "Ten Items Or Less" supermarket express check-out counter, and claiming that 120 cans of beer and 9 boxes of pretzels is only 2 items.

CHUTZPAH IS...



... getting a ticket for illegally parking a car in a spot reserved for the Handicapped ... and pleading not guilty to the judge on the grounds that you suffer from hemorrhoids.

CHUTZPAH IS...



... running a bank, charging sinful interest rates, juggling books, using your influence to overthrow foreign governments, and then offering rewards for bank robbers.

CHUTZPAH IS...



... publishing a crummy magazine and charging 45p for it ... and then suddenly and unexpectedly raising the price to 50p, without adding any more pages to it or improving the quality.

CHUTZPAH IS...



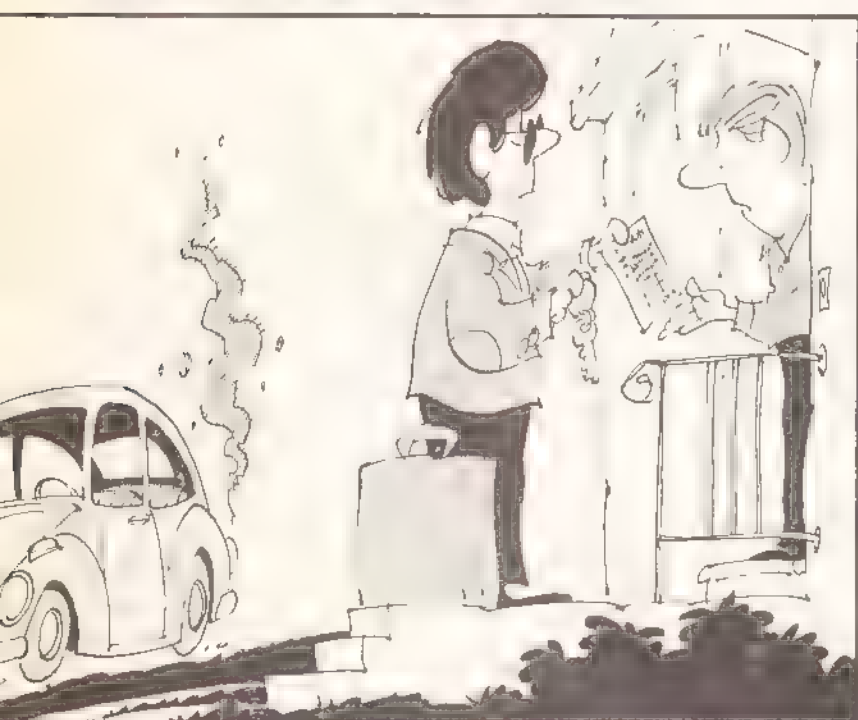
... taking money for babysitting after you and some of your friends have devoured about £20.00 worth of food and drink.

CHUTZPAH IS...



...asking the Taxi Dispatcher if you can use his phone to call your Husband to pick you up here at the station.

CHUTZPAH IS...



... borrowing a friend's car for the weekend, and then handing him a bill for petrol you put in it.

CHUTZPAH IS...



...demanding that the lady in front of you remove her tiny hat—while you're wearing an Afro that blocks six rows in back of you.

CHUTZPAH IS...



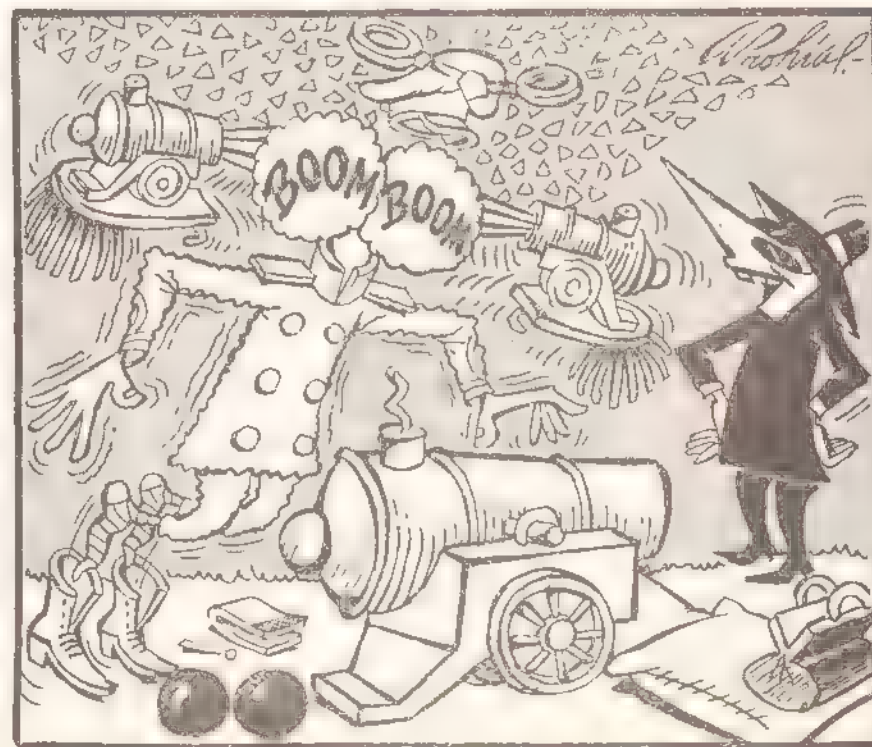
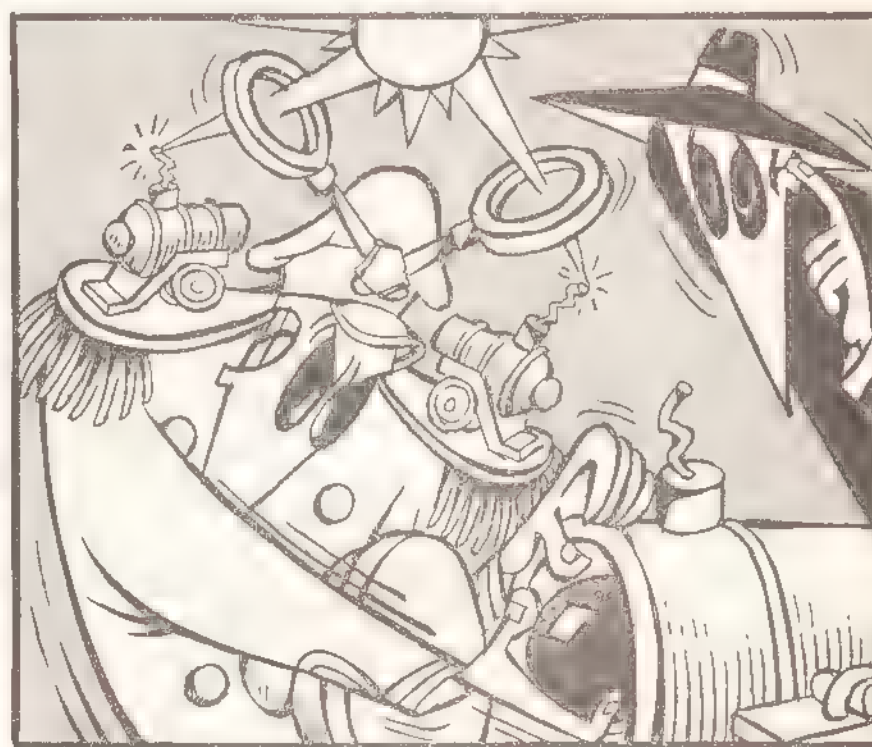
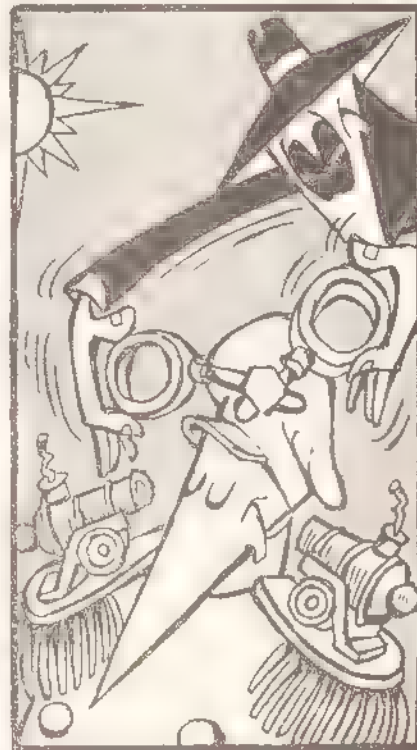
... condemning The Health Service from the hospital bed that the Government provides you and other patients with free of charge.

CHUTZPAH IS...

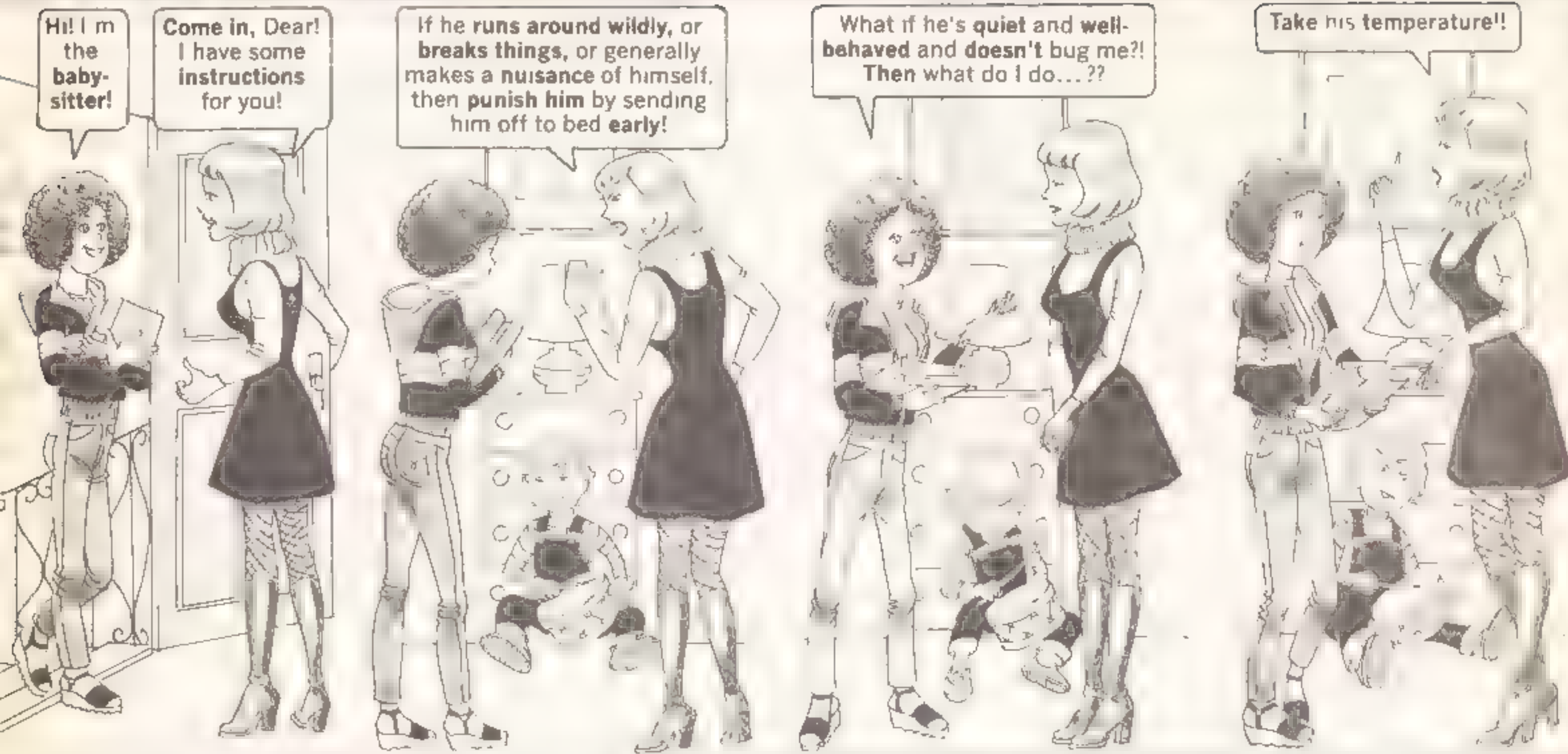


...taking a shop-lifted item of clothing back to the store to exchange for one of the correct size.

SPY VS SPY



BABY SITTING



THE TELEPHONE

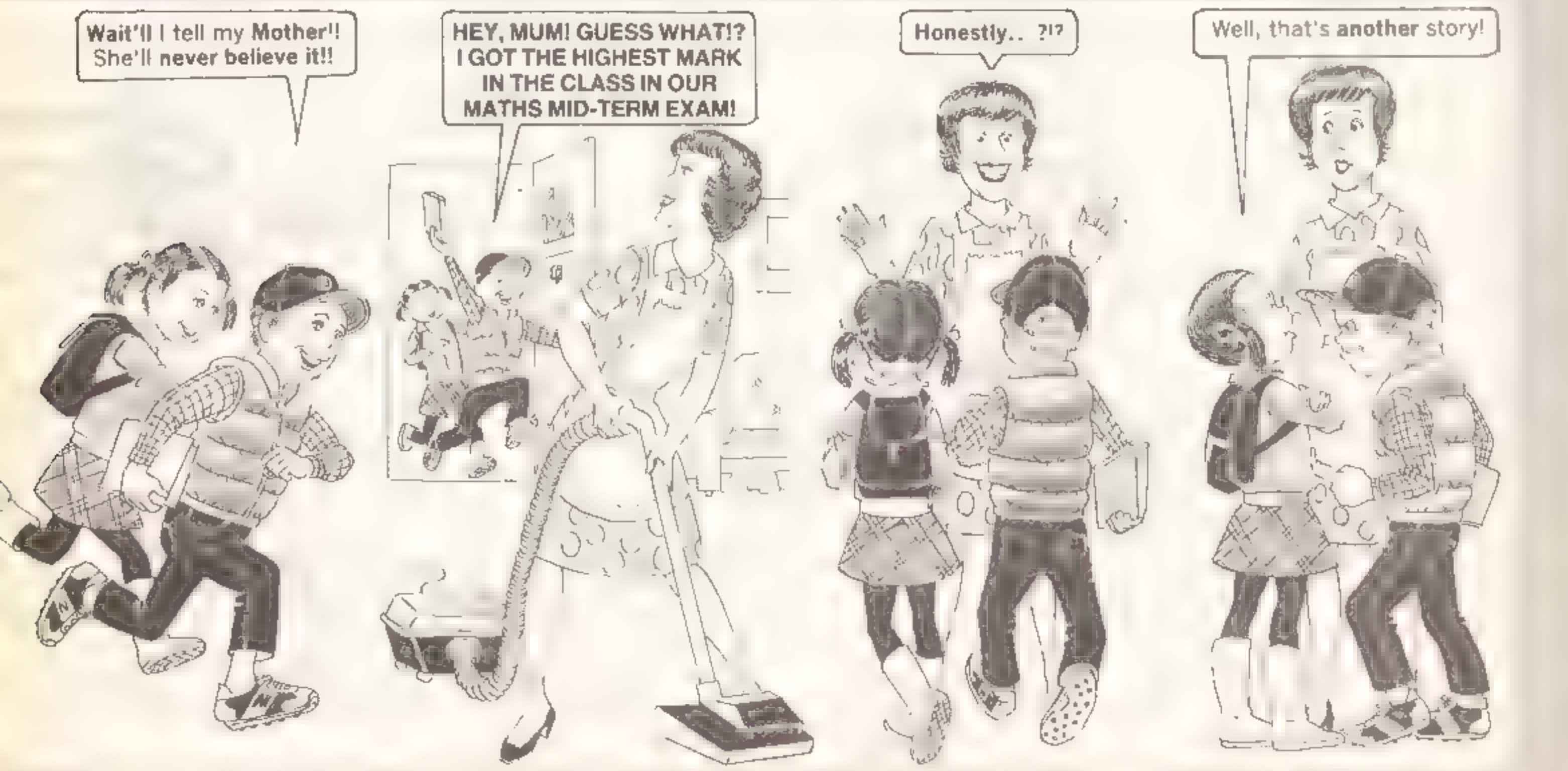


BERG'S-EYE VIEW DEPT.

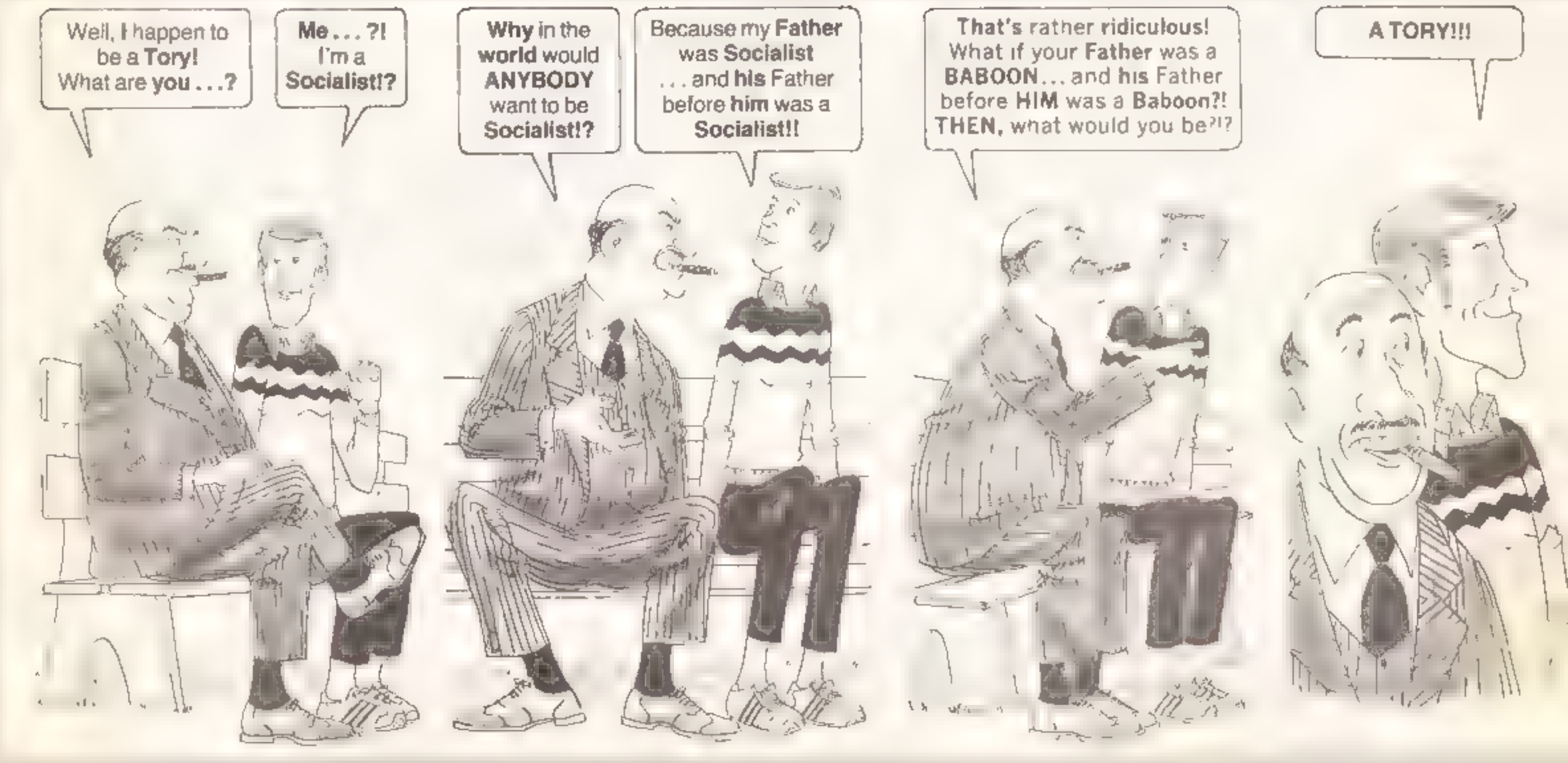
THE LIGHTER SIDE OF...

ARTIST & WRITER
DAVE BERG

CREDIBILITY



POLITICS



SNACKS

Boy, I hope this Big Mac doesn't spoil my appetite!

For what?

For ANOTHER BIG MAC!!

EXCUSES

Hey, Buster! Can't you read?! The sign says "NO FISHING"!!

So who's fishing?!?

NO FISHING

SPORTS

Wilson jabs a hard left to the head, and Zabretsky counters with a right lead to the body!

Wilson fires a haymaker to the jaw... and Zebretsky is down!! His face is a bloody mess...!

Must you watch that violent, brutal Boxing?!

I'm NOT WATCHING Boxing!!

I'm watching SOCCER!!

ADVICE

Dad, there's a long week-end coming up, and I'd like to go some place that I've never been before! Got any suggestions?

Sure!!

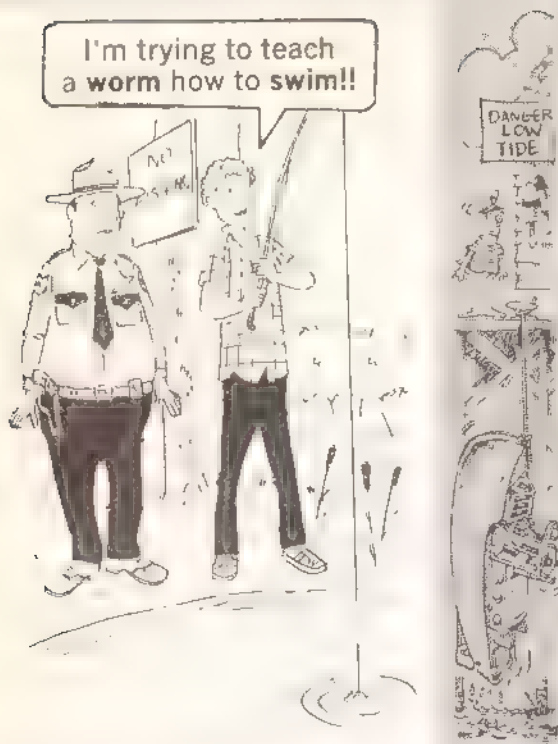
Try the LAUNDRY ROOM!!

BARGAINS

Don't tell me you spent money again!

I couldn't resist! They were having a "HALF-PRICE SALE"...

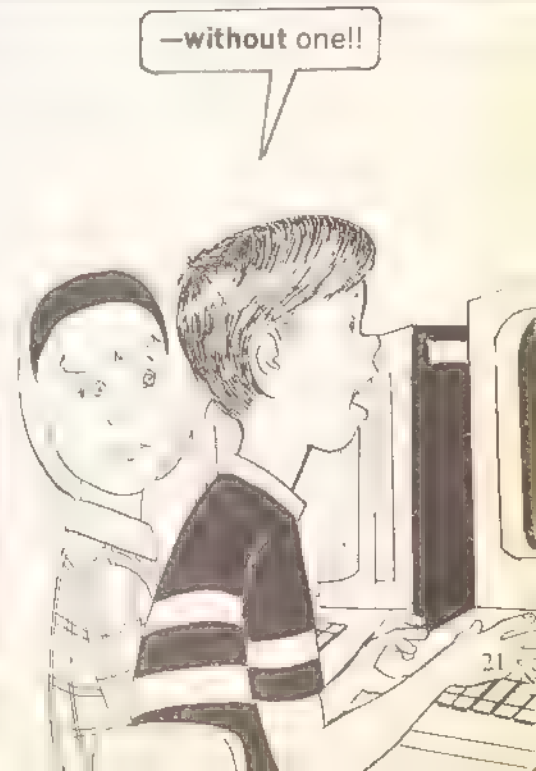
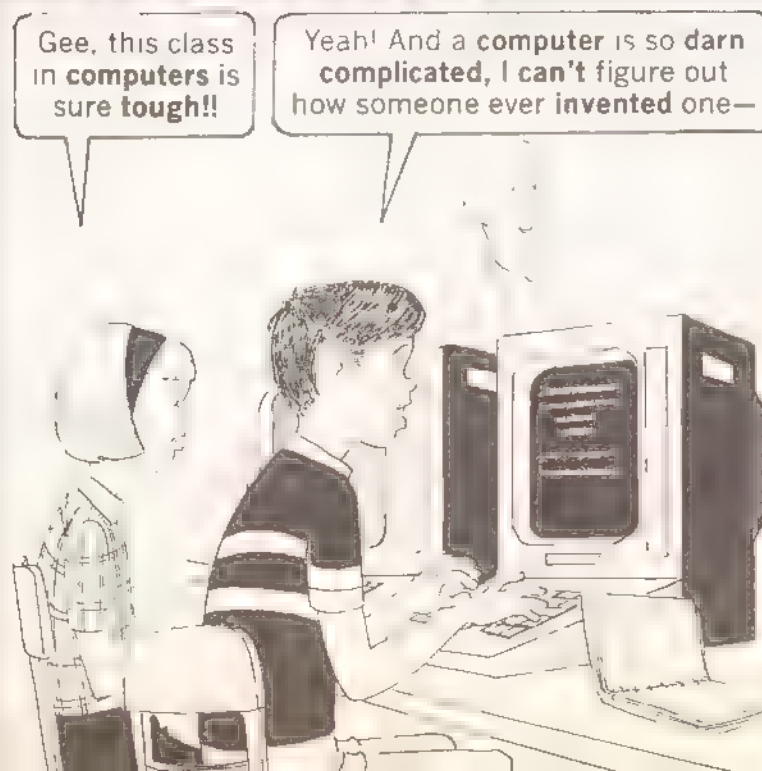
BAD HABITS



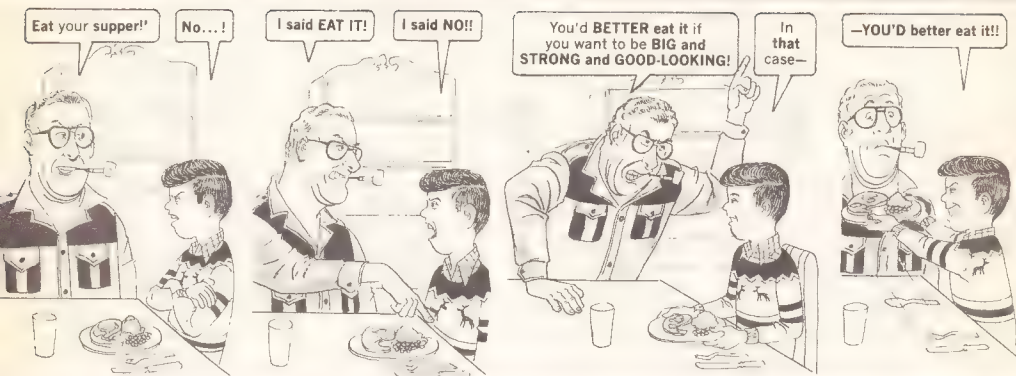
SPRAY CANS



COMPUTERS



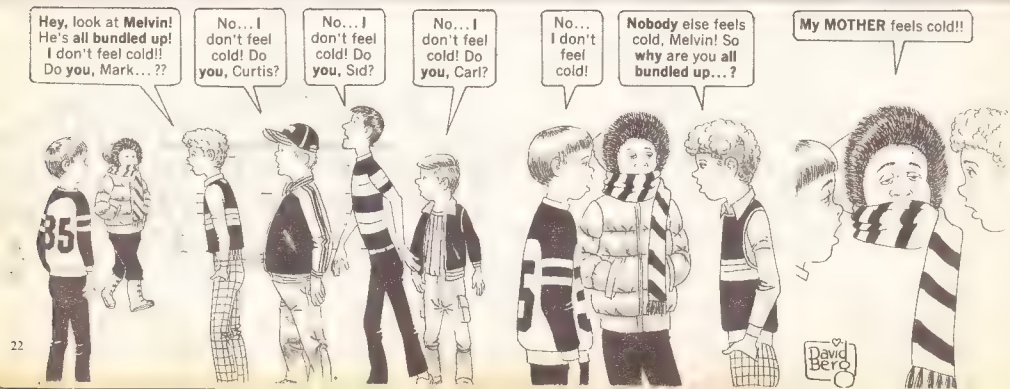
EATING



SHOPPING

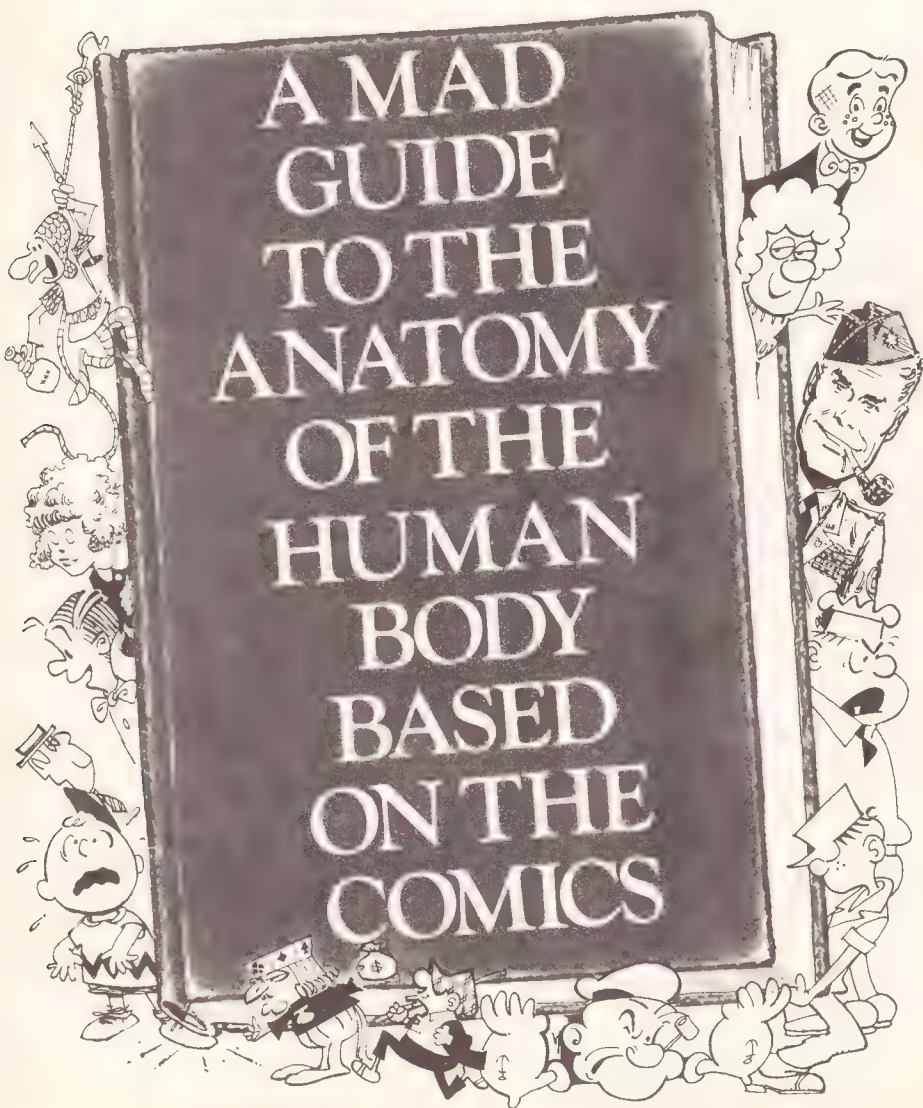


COLD WEATHER



FUNNIES' BONES DEPT.

Have you ever wondered why there are so few good Doctors around today? Well, MAD feels that it's because most Doctors don't really understand the human body and how it works. And why is this? Because like everybody else, Doctors were brought up on "The Comics" and therefore developed a distorted concept of the human body. Mainly, The Comics show us bodies that are unlike anything else around. To demonstrate the problems and confusion this has caused today's Doctors, here are some excerpts from

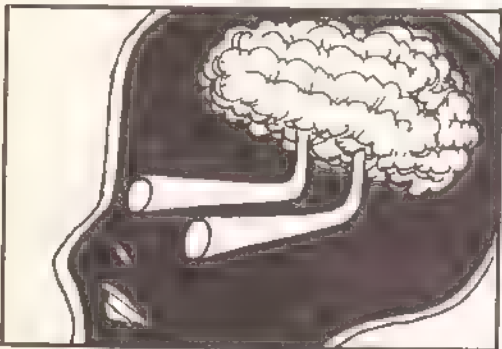


THE EYES

In many cases, a "normal" eye is not necessary for vision!



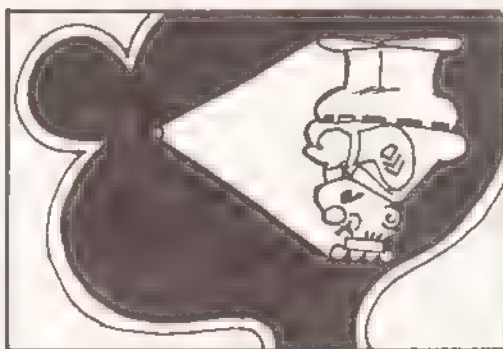
Contrary to accepted medical opinions, some humans do not need pupils in order to see. However, this rare condition (known as *annieus orphanius*) occurs only in certain types of people who also never age.



Images are sent to the brain via solid tinted tubes, like modern-day fiber optics. The result is seeing everything through rose-colored glasses.



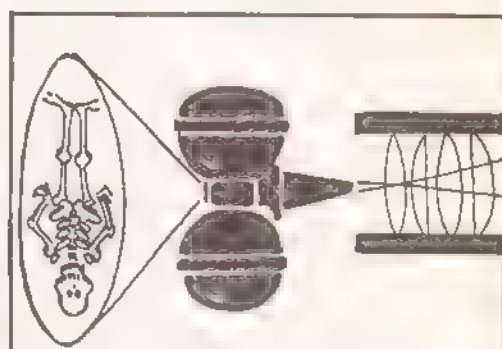
Occasionally, some humans can see without having eyes at all. This rare condition (*beetleus yardbirdis*) causes that person to appear as if he's fast asleep while he's really awake, and vice-versa.



Images are absorbed through pinholes in cheeks that resemble freckles. Vision can only be activated by loud, raucous military commands.



Some humans are able to see through solid objects and to spot things happening miles away. People with this rare condition (*kryponus x-rayus*) often wear eyeglasses, even though totally unnecessary.



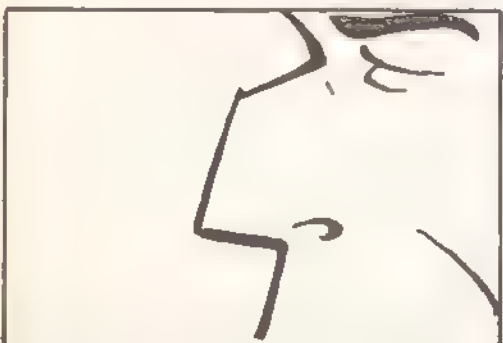
This intricate mechanism for vision is composed of a pair of telescopic lenses linked up with an alternative pair of miniature x-ray machines.

THE NOSE

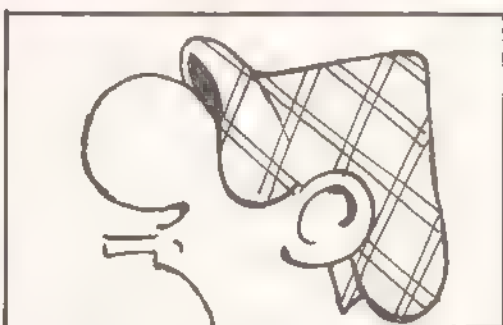
The size and shape of the nose often determine willpower and determination.



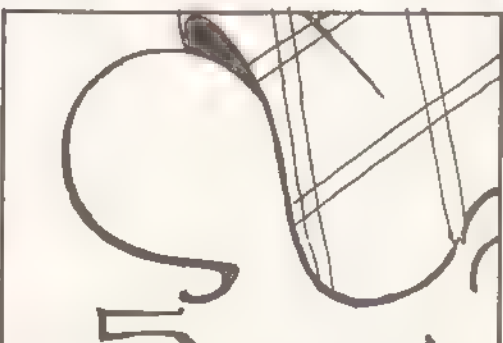
A hooked nose (*tracy bumpus*) is the sign of a person who relentlessly pursues a goal, regardless of any personal danger. Even after 50 years, he'll still stick to his job.



A keen sense of smell helps this nose sniff out dangers which may be threatening the safety of the entire body.



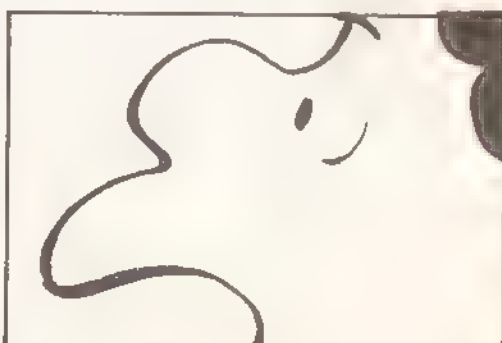
A bulblike nose (*andicappus handicappus*) indicates lack of willpower and inability to complete a given job or task. The nose, like the person, has no clear direction.



Through frequent abuse, this nose begins to turn bright red, this condition being known as *proboscis inebruius*.



A small, peanut-shaped nose (*lucyus obnoxious*) indicates a powerful determination on the part of its possessor to achieve goals regardless of any damage done to others.



At first, this nose appears subordinate to the mouth. That's because the mouth is much larger than normal.

THE HAIR

Hair growth and hair quality depend entirely on the diet.



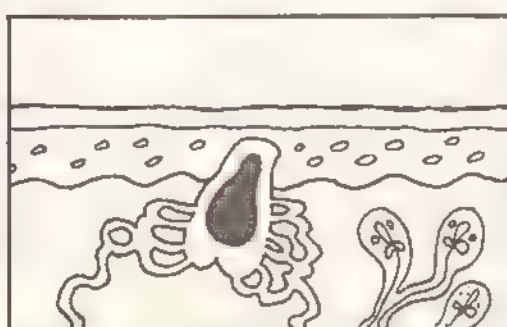
This common disorder of the scalp (*dagwoodus cowlickus*) occurs after long years of combining many varieties of foods into one sandwich.



Hair follicle is damaged, and hair grows abnormally.



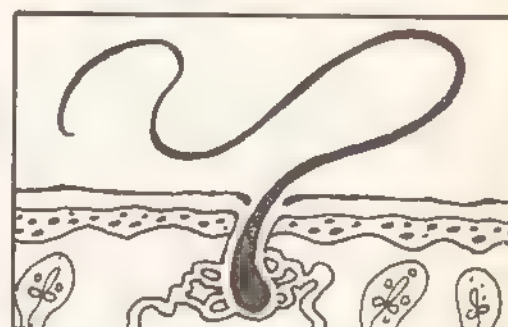
Total baldness (*warbuckus extremus*) can be traced to a diet of rich gourmet food, gooey desserts, and very expensive wines and champagne.



Hair follicle is dead and unable to function at all.



This thick, full, healthy head of hair is the result of eating hamburgers, pizza, French fries, malteds, and other types of "fast food."



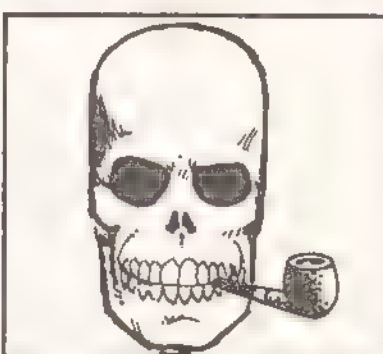
Hair follicle is healthy and hair behaves normally.

THE SKULL

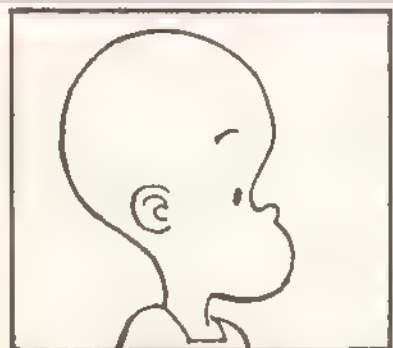
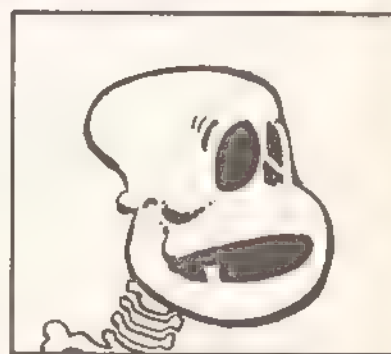
The shape of the skull determines how a person functions in everyday life.



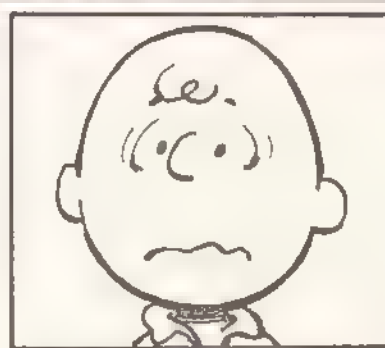
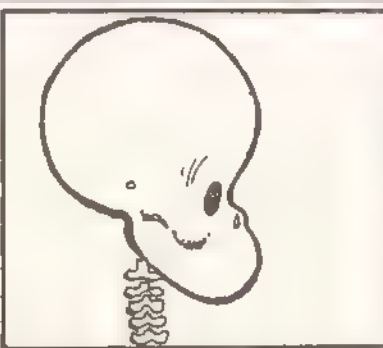
A rectangular skull is the mark of a highly-evolved and intelligent individual. Such people are born to lead. They are usually very handsome, and they always have perfect teeth.



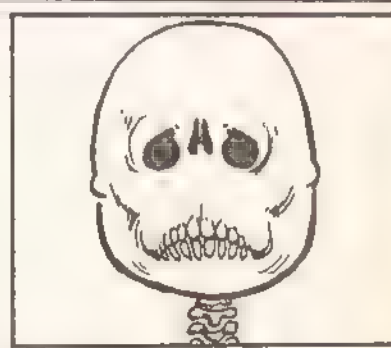
A sloping forehead is found on an individual who has not yet completed his evolutionary cycle. Note the protruding lower tooth... a telltale indication of this sub-human type.



An elongated skull occurs when someone lacks the ability to speak. In such cases, there is also no sign of any mouth. It is not known if this type of individual takes any nourishment.



A round skull with a nose cavity between the eyes, blocking off the mouth from the brain, indicates an underachiever. Speech is not impaired, but sounds bewildered and confused.

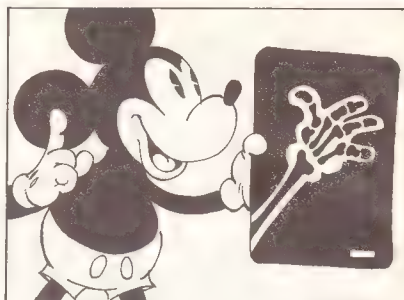


THE ARMS

The size and shape of the arms depends on the amount of chemicals in the body.



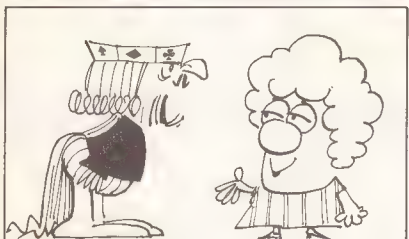
This condition (*nautilus pugnatiuus*) results from an imbalance of iron in the body system, creating a swollen appearance. X-rays of arms reveal a green substance surrounding muscles. Substance has same chemical properties as a certain leafy, green, yecchy-tasting vegetable.



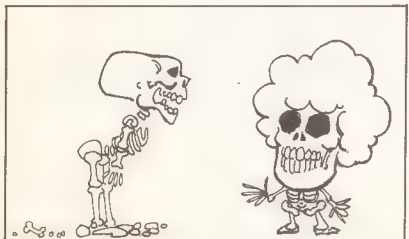
Some arms appear to lack muscles altogether (*disneyus rodentus*), a condition caused by a fiber deficiency in which the tissue turns to cheese. This condition usually results in the loss of one finger of each hand, but does not effect the efficiency of the rest of the hand.

THE TORSO

The size of a torso is a chief indicator of dominant leadership—or lack of it.



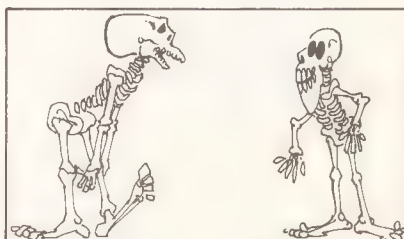
A dwarf-like, compact torso is the sign of a strong-willed, often tyrannical power figure. Such people, as in the two examples of case studies depicted here, dominate less compact people, whom they consider unfit to make any decisions at all, or to lead their own lives.



This condition (*ironhandus despoticus*) is due to the fact that the brain is close to the torso, allowing power from the brain to travel a much shorter distance, and thus remain strong.



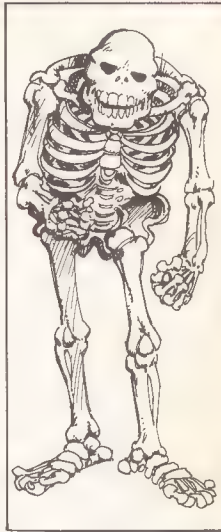
A tall, lean torso indicates a person who is obviously extremely weak and docile and who allows himself to be browbeaten and manipulated. Such people, as in the two examples of case studies depicted, fail in the exercise of power, and end up as dupes and followers.



This condition (*nebbish submissivus*) is due to the fact that the brain is further away from the torso, meaning that power must travel a much greater distance, and thus weaken.

THE GLANDS

In isolated cases, there occurs a glandular condition (*bannerus hulkus*) in which intense anger and rage causes a transformation of personality, intelligence and physical structure.



The personality, which is usually boring and insipid, becomes dynamic and outgoing.
The I.Q., which is usually a near genius 162, plummets suddenly to a sub-moronic 27.
The height, usually an average 5'9", suddenly increases to an abnormal gigantic 8'6".



Before transformation, the individual's glandular cells are normal and quite well-behaved.



After transformation, the individual's glandular cells expand to twice their normal size.

Note: This condition is similar to Borden's Disease (spastic rage) which has been known to affect boys in their teens.

ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a "Discount Stereo Hi-Fi Store." Unfortunately, he didn't do a

very good job. In fact, he made a lot of mistakes . . . 20 in all! And now, it's up to you to find them. Which is why we're asking:

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE?



ANSWERS

1. The salesperson is offering his help, even though he's not working on a commission basis.
2. The store is independently owned, and not a franchise.
3. The person is testing a "boom box" with the volume on "low."
4. The teenagers are looking at the older couple buying a classical music album with admiration instead of contempt.
5. The customer has just purchased a "British" brand stereo set.
6. The guy is actually buying a pair of stereo headphones for his parent's sake so they won't have to listen to his music.
7. The salesperson is not telling the customer that he just bought "the best stereo in the shop!"
8. The employee is removing all the warped record albums.
9. The girl actually believes that her favorite rock singer doesn't do drugs.
10. None of the customers have zits.
11. The punk rocker is wearing only one safety pin through his ear.
12. The guy wearing the army fatigue outfit is really a veteran.
13. Someone over the age of 14 is buying a "Kiss" album.
14. The "free music magazine" contains more articles than ads.
15. The guy with the stereo headset isn't on roller skates.
16. The Debbie Boone album is a hot seller.
17. Bach is being played through the store's music system.
18. The record albums are actually stacked in alphabetical order according to the alphabet.
19. The "Specially Priced" albums are really priced lower than the other albums.
20. The cassette tapes are easily accessible, and not hidden behind 6" bullet-proof glass.

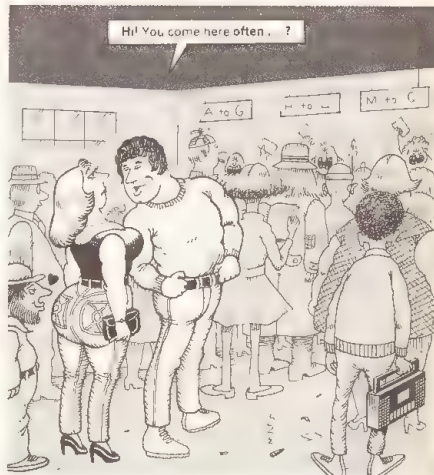
ARTIST: GEORGE WOODBRIDGE
WRITER: CHRIS HART

WHEN NOT TO USE FAMOUS "PICK-UP" LINES

AT A PARTY ...



AT THE UNEMPLOYMENT OFFICE ...



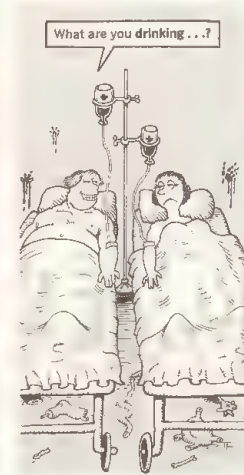
ARTIST AL JAFFEE

AT THE ZOO ...



WRITER CHRIS HART

IN A HOSPITAL ...



IN A PAROCHIAL SCHOOL ...



DURING AN EMERGENCY ...



ON A DESERT ISLAND ...



AT A MASQUERADE ...



IN A MUSEUM OF MODERN ART ...



AT A V.D. CLINIC ...



IF YOU
THINK
THINGS
ARE...

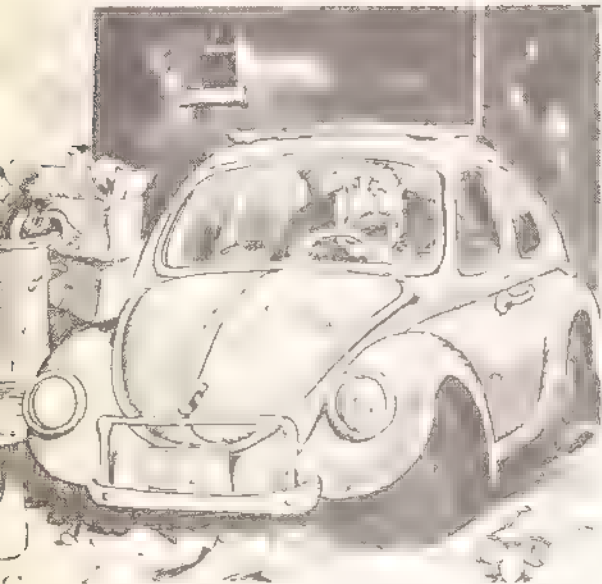
BAD

WELL,
THEY
COULD
BE...

WORSE

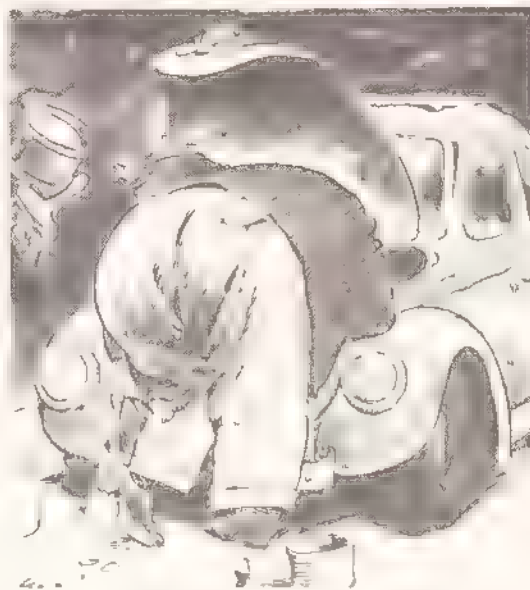
IN FACT,
THEY
COULD
BE...

IT'S BAD...



... when you get a flat tyre in a tough neighbourhood late at night!

IT'S EVEN WORSE...



... when you find that you don't have a jack handle in your car!

IT'S DOWNRIGHT HORRIBLE...



... when you suddenly discover that the only person around who does have a jack handle is about to bury it in your skull!

IT'S BAD...



... when you put your term project in your school locker... and then can't remember the combination of the lock so you can get it again!

IT'S EVEN WORSE...



... when the school security guard won't help you because you cannot produce an I.D. card to prove that the stuck locker is really yours!

IT'S DOWNRIGHT HORRIBLE...



... when you finally talk him into helping you, and find that you've accidentally had him open the locker next to yours... which just happens to be filled with marijuana!

IT'S BAD...



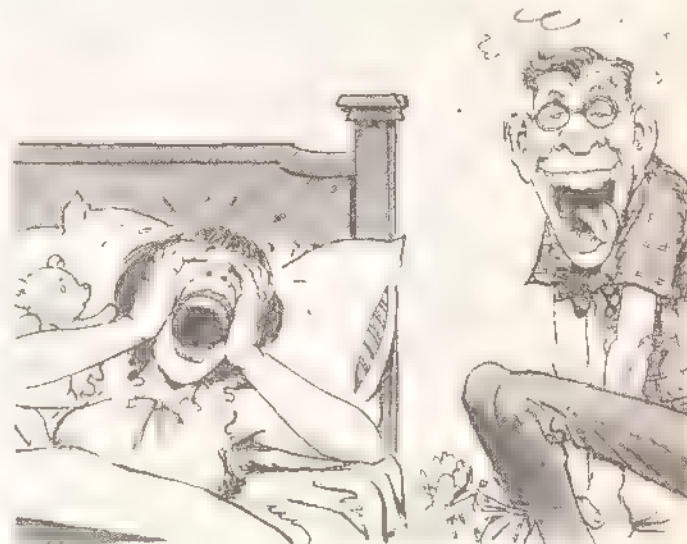
... when you feel like you're coming down with the flu the week of the school dance!

IT'S EVEN WORSE...



... when you are sick, and it turns out to be mononucleosis!

IT'S DOWNRIGHT HORRIBLE...



... when everybody knows that the only person you could've caught it from is the biggest nerd in school!

DOWNRIGHT HORRIBLE

ARTIST: HARRY NORTH WRITER: TOM KOCH

IT'S BAD...



... when your telephone privileges are taken away from you just because you accepted a reverse call from your sailor friend stationed in Falklands!

IT'S EVEN WORSE...



... when the phone suspension continues, although you urgently need to spread the news that your school's sex symbol is three months pregnant!

IT'S DOWNRIGHT HORRIBLE...



... when your folks maintain the ban even after a local D.J.'s announced that you'll win a free record album if you call the station immediately!

IT'S BAD...



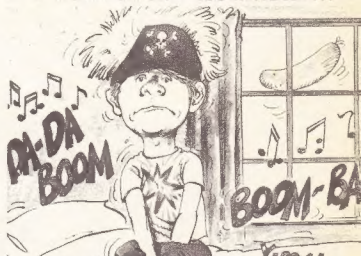
... when you're disciplined by being confined to your backyard ... while your friends are all at a birthday party right next door!

IT'S EVEN WORSE...



... when you're confined to the house ... while your brother is having his birthday party right out in the yard!

IT'S DOWNRIGHT HORRIBLE...



... when you're confined to your room ... while your very own birthday party is taking place right down stairs!

IT'S BAD...



... when a big guy with lots of tatoos asks whether the seat next to you is taken, and you're afraid to say "Yes!"

IT'S EVEN WORSE...



... when the huge guy sits down, and you immediately sense that he hasn't taken a bath in at least two weeks!

IT'S DOWNRIGHT HORRIBLE...



... when the girl for whom you were saving the seat accidentally sits down in his lap ... and five minutes later, they leave the movie together!

IT'S BAD...



... when your neighbours who have always hired you to mow their lawns and rake their leaves suddenly up and move away!

IT'S EVEN WORSE...



... when they leave still owing you for the last six weeks work you did!

IT'S DOWNRIGHT HORRIBLE...



... when they not only leave without paying you, but they also take your lawn mower and leaf rake with them!

IT'S BAD...



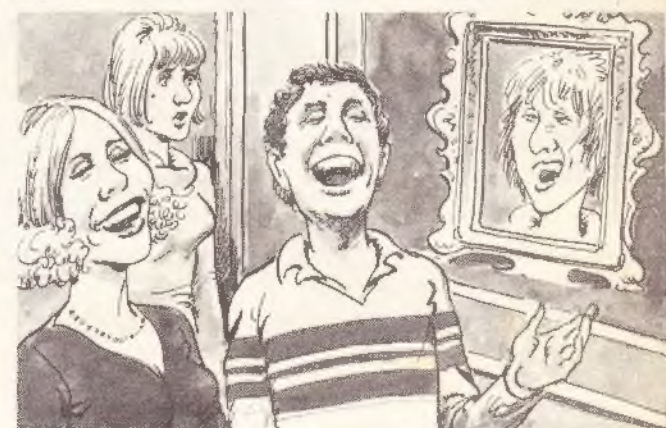
... when you forget to fix your hair the day the pictures for the school yearbook are scheduled to be taken!

IT'S EVEN WORSE...



... when the photographer catches you at the exact moment you have your eyes shut tight... and your mouth wide open!

IT'S DOWNRIGHT HORRIBLE...



... when your portrait photograph is the one he humorously chooses to display prominently in his shop window!

IT'S BAD...



... when you don't catch anything on your fishing trip after you've already invited the guys over for fish dinner!

IT'S EVEN WORSE...



... when you try to fake success by buying fish at a market and the guys identify it as a species from Norway!

IT'S DOWNRIGHT HORRIBLE...



... when the fish you bought causes all your friends to get food poisoning... and one of them is a lawyer!

IT'S BAD...



... when you're learning baseball and your folks don't come to the games!

IT'S EVEN WORSE...



... when they come to the big game, and they boo you because you strike out three times and make six errors!

IT'S DOWNRIGHT HORRIBLE...



... when they come again... and laugh at you because you've been demoted to team mascot and have to wear a chicken suit!

**WHAT
IS THE
U.S.A's
GREATEST
PROBLEM?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Today, the U.S.A's. poor are suffering from major economic problems. As a result, they also have a terrible "housing" problem. Find out what it is by folding in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



**OUTRAGEOUS HOUSING PROBLEMS ARE SLOWLY INFESTING
THE WHOLE LAND. ONLY TAX DOLLARS CAN BRING DEFINITE
HOPE TO THE POOR. AND WHEN ADMINISTRATIVE ABUSE
OCCURS, THE POOR MUST PUNISH THE MAJOR PARTICIPANT**

ARTIST & WRITER:
AL JAFFEE

A

B

